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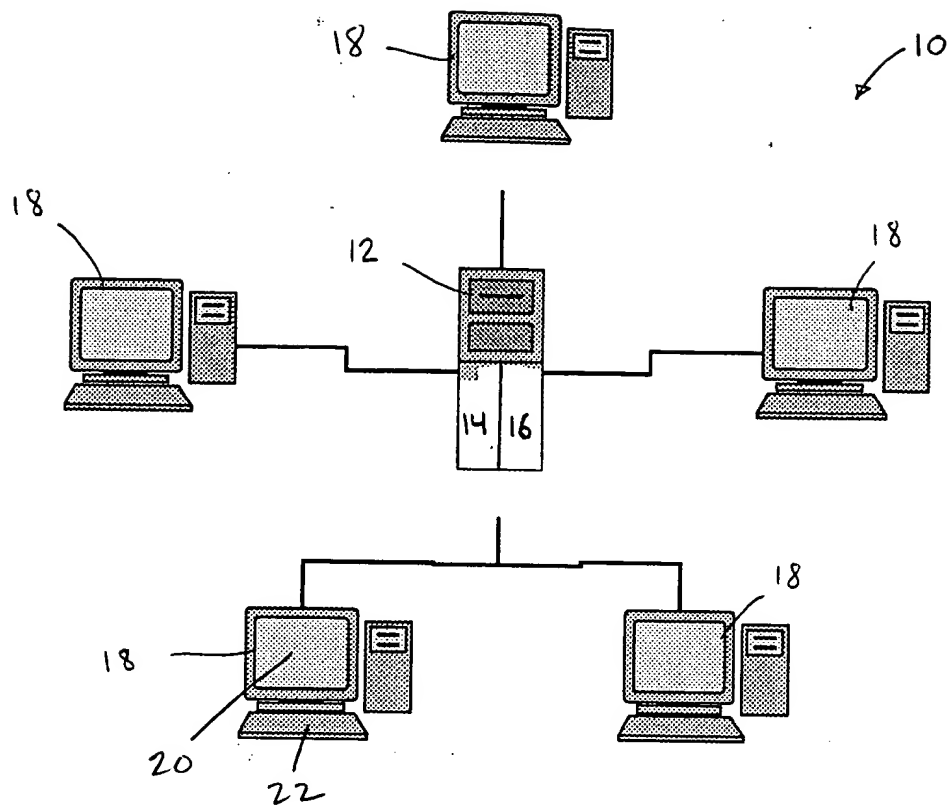


FIG. 1

09757020.032601

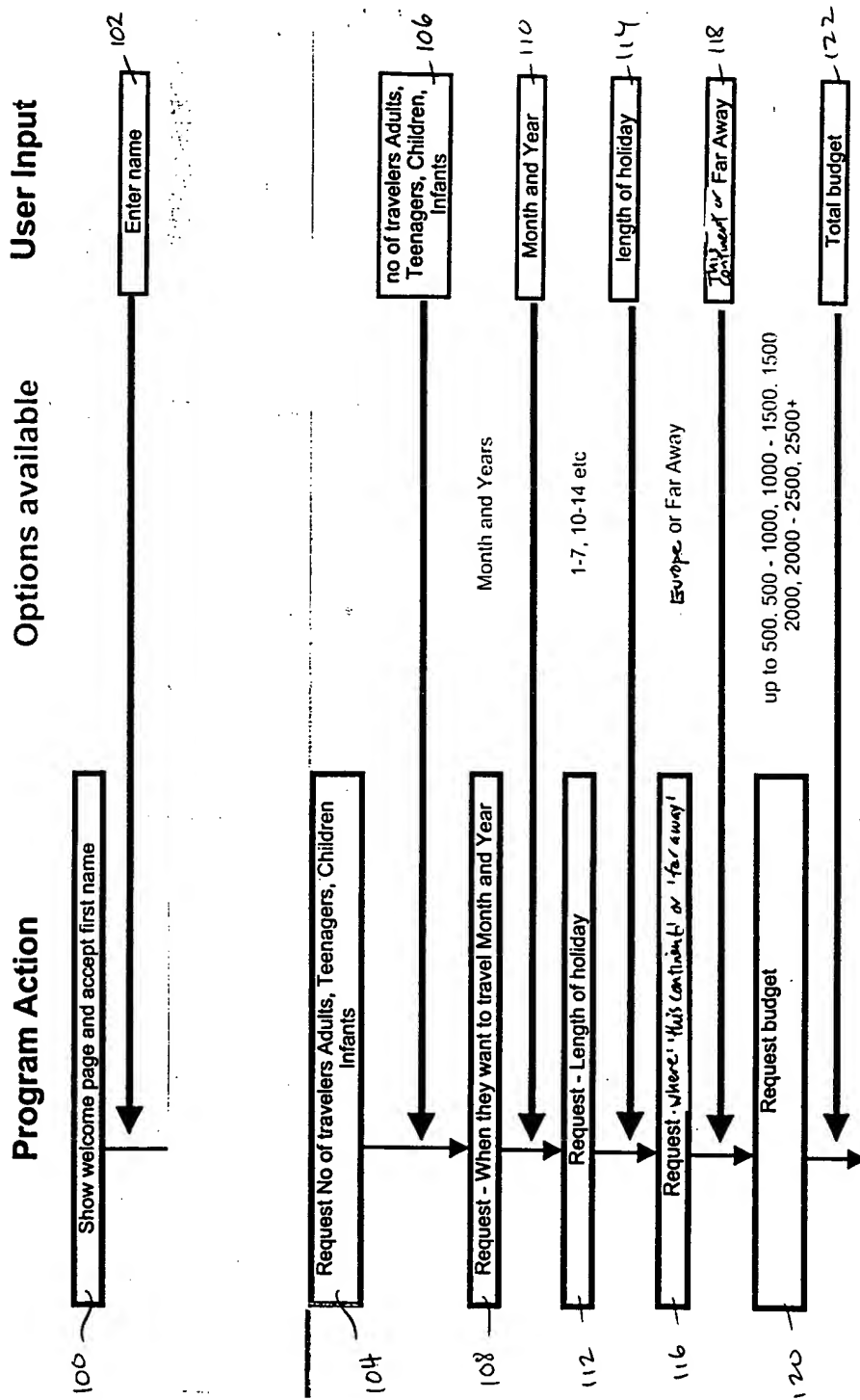


FIG. 2A

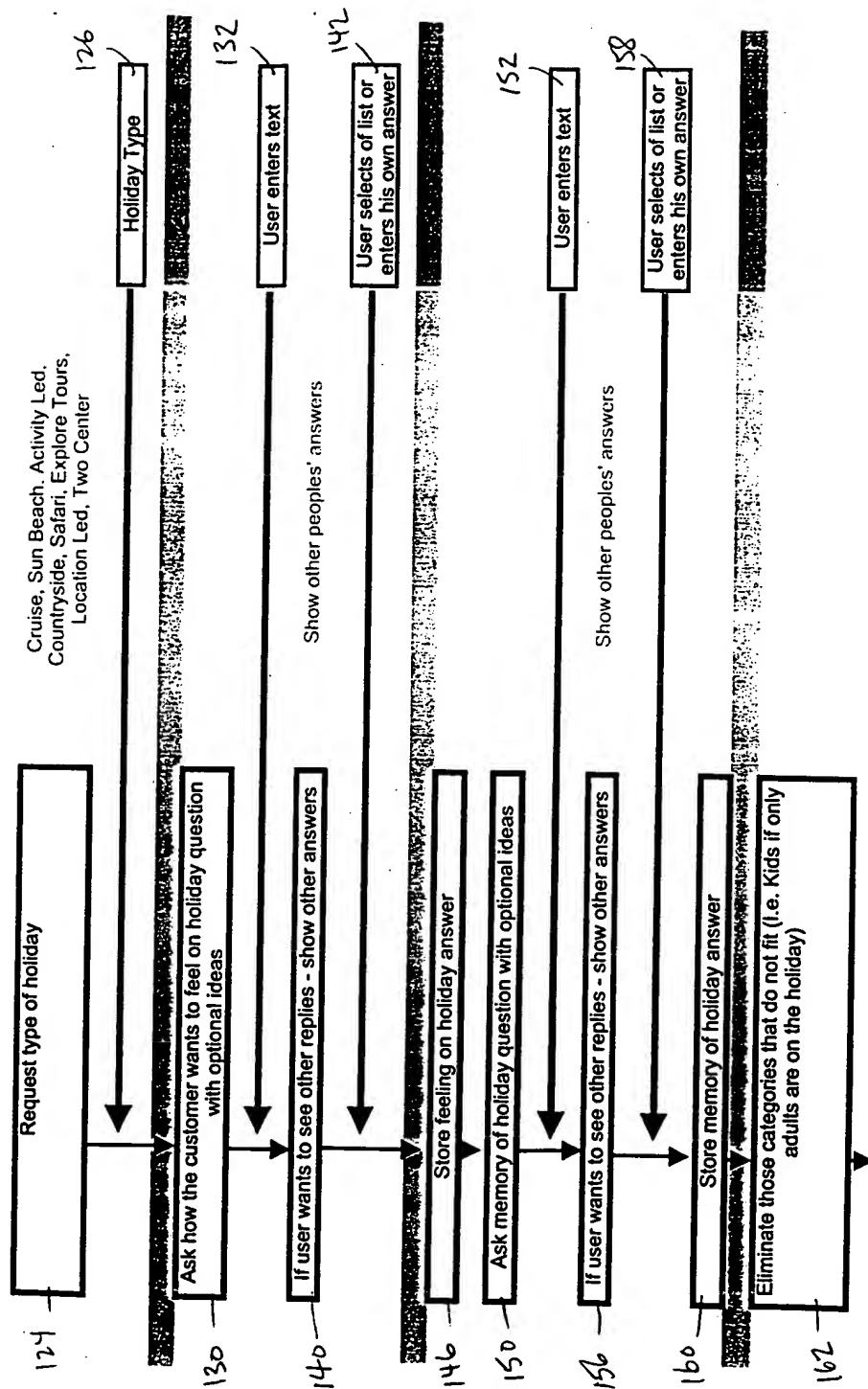


FIG. 2B

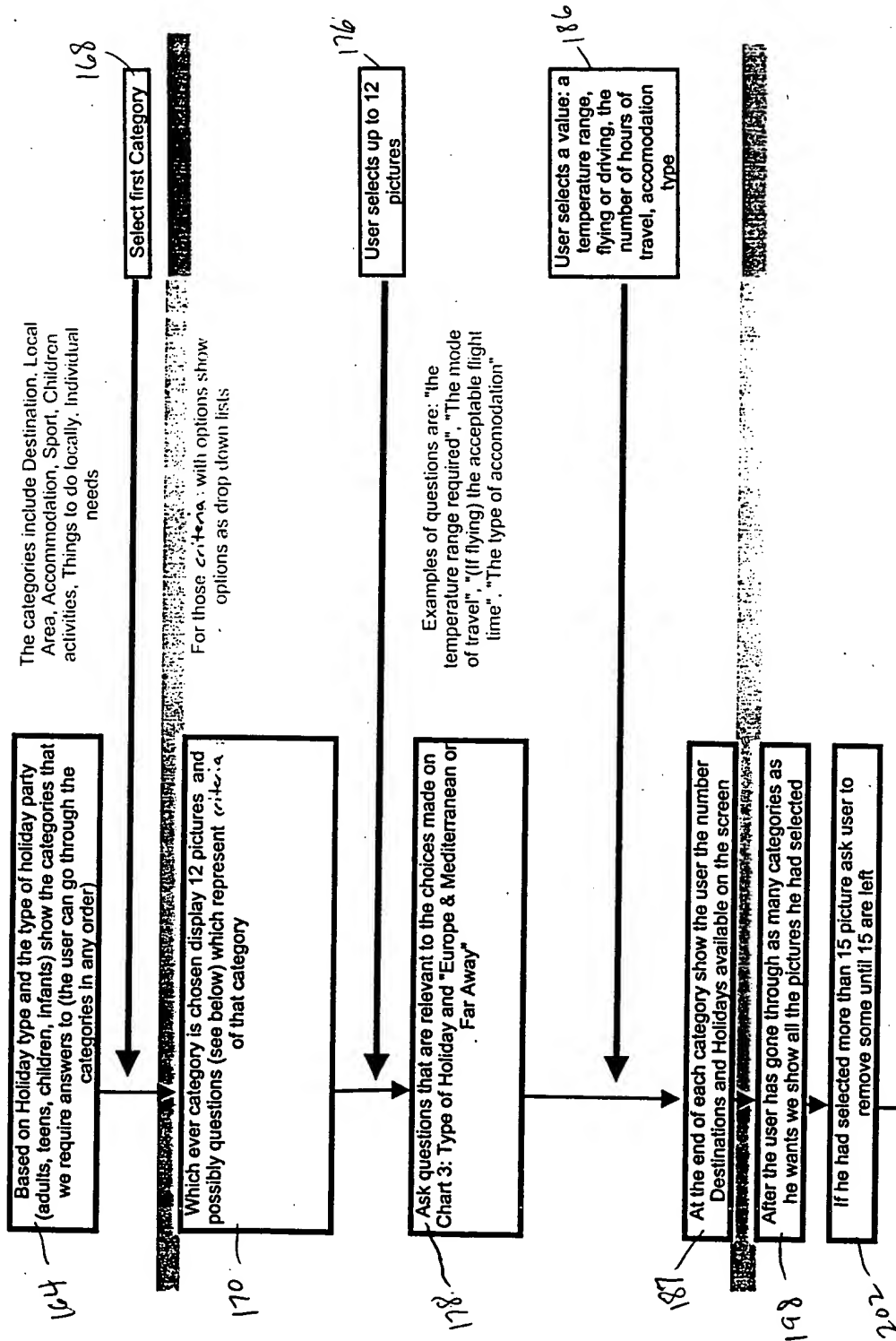


FIG. 2C

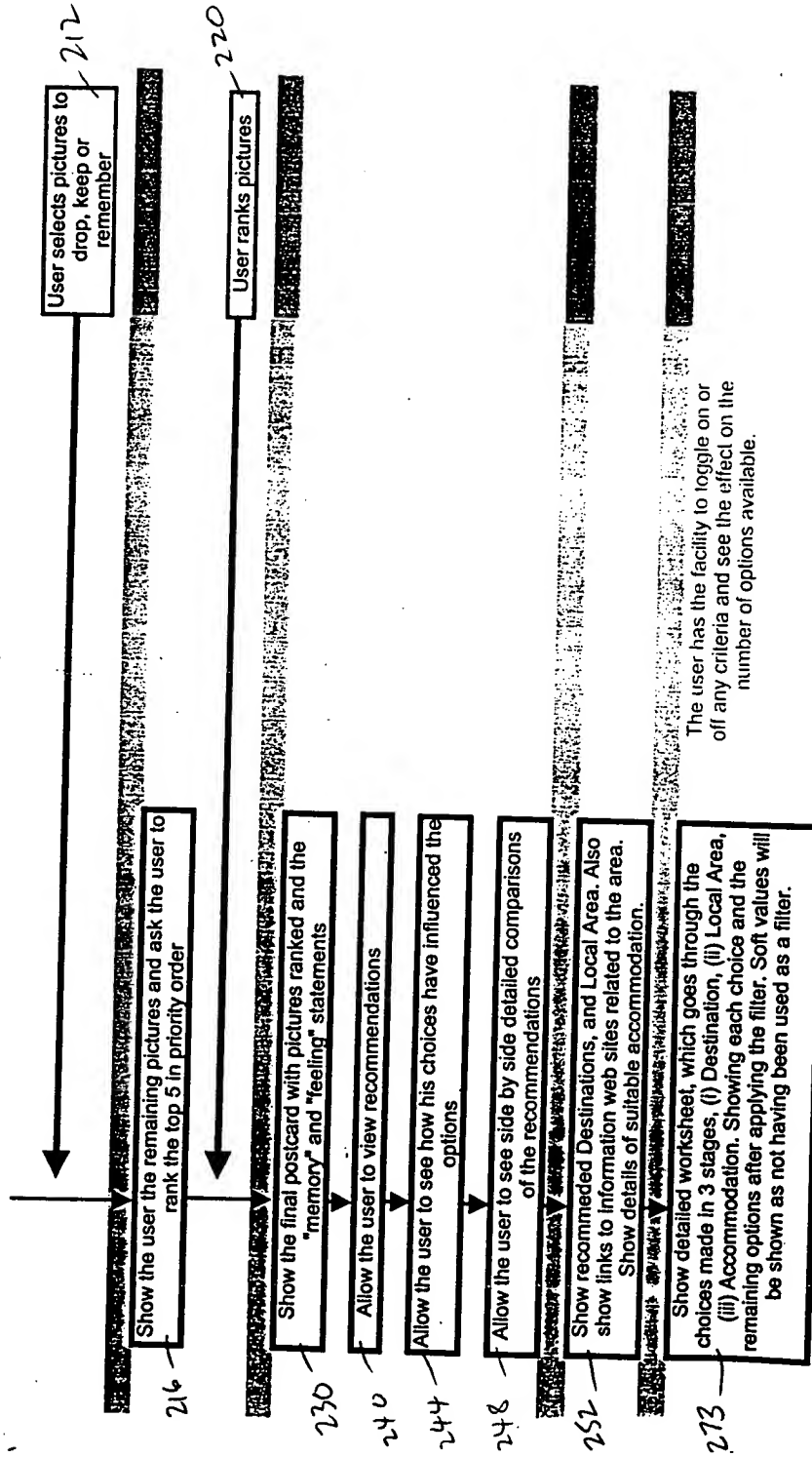


FIG. 20

Airtours
The Holiday Makers

128

134

144

144

Stop & Save

How can we help?
Type of holiday
Getting ideas
Your Postcard
Recommendations

Rob's Postcard
1 2 3 4 5 6 7
1 2 3 4 5 6 7
1 2 3 4 5 6 7
1 2 3 4 5 6 7

Let's establish the two most important aspects of any holiday?

Firstly,

How do you want to feel on this holiday?

Ideas

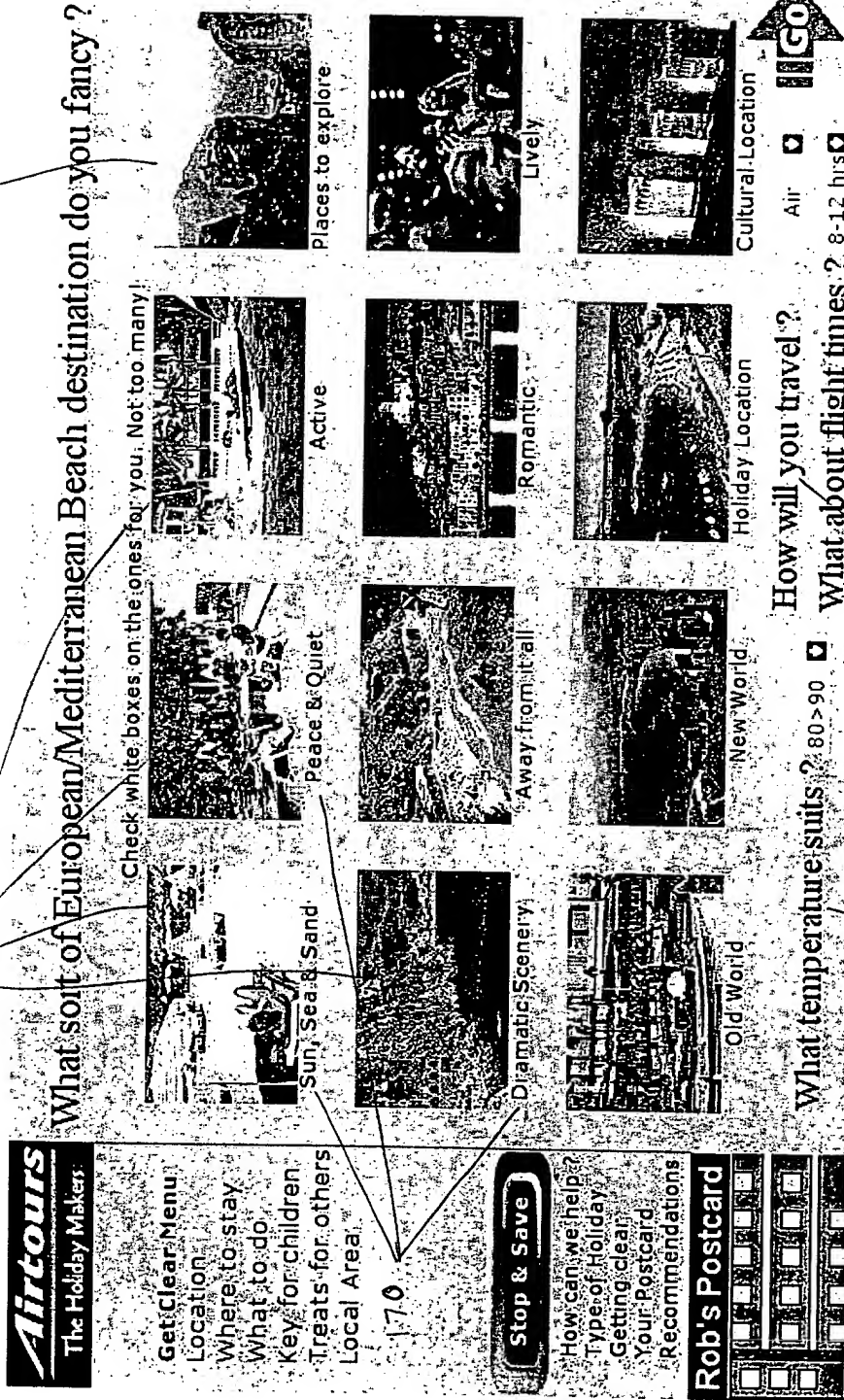
Feel free to have a look at what other people have said

FIG 3

172

FIG. 6

172a



172b

Airtours

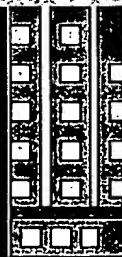
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save

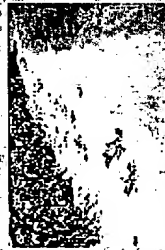
How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What sort of far away Beach destination do you fancy?

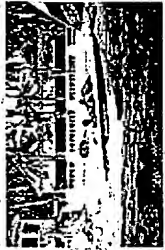
Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Adventurous



Dramatic Scenery



Island



Romantic



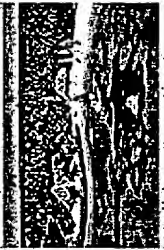
Lively



Old World



New World



Holiday Location



Cultural Location

What temperature suits? 80 > 90 ☐ What about flight times? 8-12 hrs ☐
How much rain is OK? under 3" ☐ Do you mind getting? Jobs No Visa No



FIG. 7

The Holiday Makers

Get Clear Menu

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?

- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard

What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

On the Strip	Out of Town	Scenic Views	Seclusion
Modern	Heritage	Passion for food	Glamorous
Night Life	Restaurants	Street sales	Local Markets

Go

FIG. 8

The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

Stop & Save

How can we help?

Types of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard

What kind of accommodation do you want?

Where would you like to stay?

Luxury

Standard

Hotel

Resort

Apartment

Villa

Food Options

Number of Rooms

Swimming Pool

Basic

Classic Property

Gym

Traditional

Onsite Entertainment

Distance to Beach

Modern

GO

FIG. 9

The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard

What is going to be important for your kids?

Playmates

Games

Kids Club

Children's Pool

Baby Sitting

High Chairs/Cots

Children's Menus

Safe Disco

Safe Beach

Play Area

4-5 Bed Rooms

Joining Rooms

GO

FIG. 10

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You have selected 23 images, which now need to be reduced to 15.
Please drop 7 by clicking on the tabs to indicate which to keep or drop.
 We will take account of any you drop in evaluating recommendations.

Airtours
 The Hidden Britain

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Keep <input checked="" type="checkbox"/> 206	Resort Drop <input checked="" type="checkbox"/> 208	Landmark Cities Keep <input checked="" type="checkbox"/> 206	Romantic Keep <input checked="" type="checkbox"/> 210	Hilltop Retreat Keep <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Drop <input checked="" type="checkbox"/>	Desert/Island Drop <input checked="" type="checkbox"/>	Resort Keep <input checked="" type="checkbox"/>	Inspirational Keep <input checked="" type="checkbox"/>	Dramatic Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Keep & Drop	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>
	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>

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200

FIG. 13

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Prioritise your top five, which will then appear on the top row of you postcard.
The remainder of your preferences will appear below and will still be used in our recommendations.

Aircoats
TRAVEL

Rob's personal Postcard - May 2001









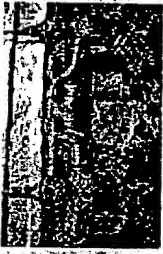


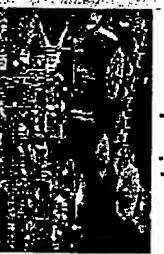



	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Put in my top five: 4	Resort Put in my top five: 2	Landmark Cities Put in my top five: 2	Romantic Put in my top five: 2	Hilltop Retreat Put in my top five: 2
Sun Beach					
10-14 days	Dramatic Put in my top five: 3	Desert Island Put in my top five: 2	Resort Put in my top five: 2	Inspirational Put in my top five: 5	Dramatic Put in my top five: 2
Budget: £2000- £2500					
	Romantic Put in my top five: 2	Lively Put in my top five: 2	Harbour Views Put in my top five: 2	Scenic Coast Put in my top five: 2	Desert Island Put in my top five: 1

FIG. 14

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234

2324

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2324

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Rob's Family Postcard - May 2001

Memory of being a family that I'll cherish forever

Feel happy and away from it all

SUGGEST

REASONS

COMPARE

Priorities

1st

2nd

3rd

4th

5th






Holiday Location

Kid's Club

Kid's Pool

Games

Exploring

Standard

Full Board

Kid's Menu

Play Area

Snorkeling

Bike/Car Hire

Baby Sitting

Sun, Sea & Sand

Riding

Tennis

2 Adults

2 Children

Europe & Med

Sun-Beach

10-14 days

Budget:

£2000-

£2500

Allrounds

The Holiday Club

Rob's Family Postcard - May 2001

SUGGEST = view recommendations. REASONS = how your criteria worked. Change if required

51 B. 15

917-

72.8

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253a

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253b

Barbados



Barbados
A small island in the Caribbean Sea, Barbados is a popular tourist destination. It offers a variety of activities, including beach relaxation, water sports, and cultural experiences. The island is known for its beautiful beaches, historic sites, and vibrant culture.

St James Beach
A beautiful beach with white sand and clear water. It is a popular spot for sunbathing and swimming. The beach is surrounded by lush tropical vegetation and offers a peaceful atmosphere.

MAN
A small island in the Caribbean Sea, Barbados is a popular tourist destination. It offers a variety of activities, including beach relaxation, water sports, and cultural experiences. The island is known for its beautiful beaches, historic sites, and vibrant culture.

What to see and do
Visit the historic St James Beach, enjoy the beautiful views, and experience the local culture. There are many things to see and do in Barbados, including visiting the historic sites, enjoying the beaches, and experiencing the local culture.

RECOMMENDATIONS

ALMOND BEACH CLUB
Holetown St James
161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

CORAL REEF CLUB
Holetown St James
85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

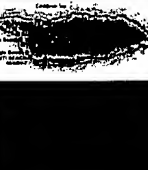
PRICE:
2 Adults x 14 nights @ circa £4125
7 Nights 1229 extra nights 119
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily
AVAILABILITY:
May usually shows some spare capacity.

PRICE:
2 Adults x 14 nights @ circa £4538
7 Nights from 1296 extra nights 139
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily
AVAILABILITY:
May usually shows some spare capacity.

Aruba



Aruba
A small island in the Caribbean Sea, Aruba is a popular tourist destination. It offers a variety of activities, including beach relaxation, water sports, and cultural experiences. The island is known for its beautiful beaches, historic sites, and vibrant culture.

Palm Beach
A beautiful beach with white sand and clear water. It is a popular spot for sunbathing and swimming. The beach is surrounded by lush tropical vegetation and offers a peaceful atmosphere.

MAN
A small island in the Caribbean Sea, Aruba is a popular tourist destination. It offers a variety of activities, including beach relaxation, water sports, and cultural experiences. The island is known for its beautiful beaches, historic sites, and vibrant culture.

What to see and do
Visit the historic Palm Beach, enjoy the beautiful views, and experience the local culture. There are many things to see and do in Aruba, including visiting the historic sites, enjoying the beaches, and experiencing the local culture.

RECOMMENDATIONS

ARUBA MARRIOTT RESORT
Palm Beach
411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.

PRICE:
2 Adults x 14 nights @ circa £3098
Room Only
7 Nights from 1069 extra nights 68

FLIGHTS:
Daily via Amsterdam
AVAILABILITY:
May usually shows some spare capacity.

Rob's Postcard

FIG. 16

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Airtours
The Holiday Makers

This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	On/Off	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	On/Off	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	On/Off	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	On/Off	92 destinations
BUDGET	2500-3000	On/Off	92 destinations
FLIGHT TIME	8-12 hrs	On/Off	36 Destinations
DATE	May	On/Off	36 Destinations
TEMPERATURE	80-90	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	On/Off	Aruba, Barbados
	Romantic	On/Off	A matter of personal judgement
	Inspirational	On/Off	A matter of personal judgement
	Glamorous	On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

- ✓ How can we help?
- ✓ Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



FIG. 17

09757020-032601



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	139 destinations with 7,500 hotels/villas/appartments
HOW FAR?	Far Away	92 destinations
BUDGET	2500-3000	92 destinations
FLIGHT TIME	8-12 hrs	36 Destinations
DATE	May	36 Destinations
TEMPERATURE	80-90	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	A matter of personal judgement
	Inspirational	A matter of personal judgement
	Glamorous	Barbados, St James Beach, Auba, Palm Beach Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Pool	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Beachfront	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
SPORTS	Suba Diving	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club



- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations



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FIG. 18

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Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
No OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARS	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuben
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE In ROOM	Yes	TV
CD HIFI In ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19 19
RATE MAY Jun Suite Ocean view		32

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FIG. 19